

FMEA represents 100% of the Florida Municipal Electric

Market and is the voice of Florida’s municipal utility systems, serving the needs of public power professionals statewide. **Our members are involved with every aspect of the industry**, including linework, generation, transmission/distribution, safety/training, engineering, HR/training, communications, accounting/financial services, customer service and more.

General managers/CEOs, Chief operating officers, Chief financial officers, Vice presidents, Engineers, City managers, Superintendents and managers, elected and appointed governing board members.



You can reach the top executives who make day-to-day decisions about running their utilities, as well as the elected and appointed policymakers who approve operating budgets and **major capital expenditures.**

SPONSOR RETARGETING vs STANDARD DISPLAY ADS

- 🎯 Retargeting has been demonstrated to **increase business name searches by over 1000%**
- 🎯 The click-through rate of a retargeted ad is **10x higher**
- 🎯 **60%** of viewers notice and **consider purchasing products**
- 🎯 Retargeted prospects are **43% more likely to convert**
- 🎯 When a prospect sees a retargeting ad, there’s a **70% likelihood that they’ll purchase your product over your competitor’s**

Source: blog.spiralytics.com/retargeting-statistics

**REACH YOUR CLIENTS
WHERE THEY ARE**



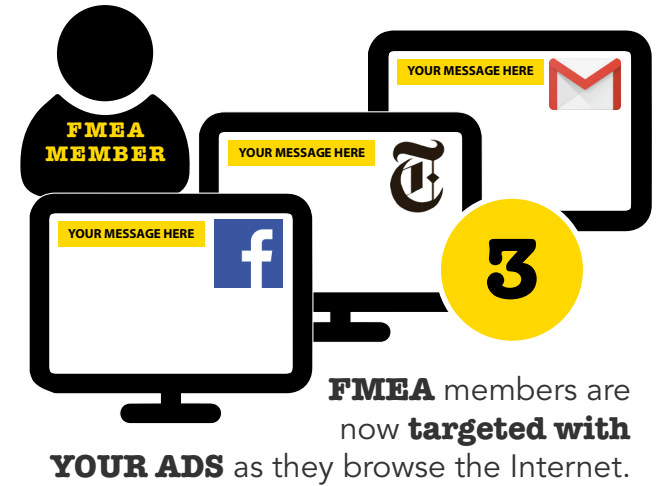
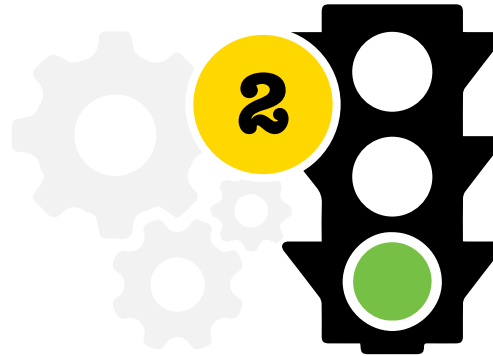
SPONSOR RETARGETING

HOW IT WORKS



YOUR potential client visits **OUR** website.

Sponsor Retargeting campaign activates.



FMEA members are now **targeted with YOUR ADS** as they browse the Internet.

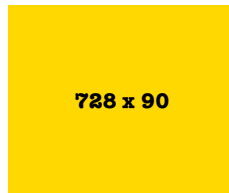
Using our sophisticated real-time bidding ad serving software, we can now target FMEA members while they search the Internet and interact on Social Media. Take this unique opportunity to **KEEP CONNECTED** with your client base and increase your brand exposure across the Florida Electric Utility marketplace.

AD SPECIFICATIONS

PROFESSIONAL AD DESIGN SERVICES AVAILABLE AT **NO ADDITIONAL FEE**
Sizes shown are the most popular, other sizes available. JPEG or static .GIF images only, no Flash



320 x 250



728 x 90

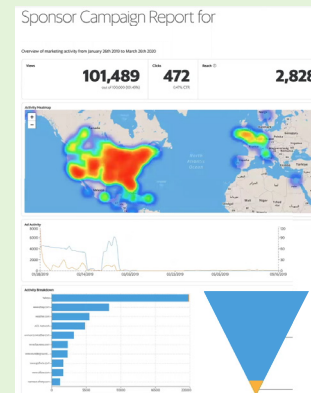


160 x 600

KEEP CONNECTED TO YOUR CLIENTS
& BUILD YOUR BRAND EXPOSURE

QUANTIFIABLE ROI

INCREDIBLY MEASURABLE **DETAILED CAMPAIGN REACH REPORTS** GENERATED & DELIVERED



For More Information:
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KEEP CONNECTED

WEB ADVERTISING • PRINT PUBLICATIONS • VIRTUAL MEETINGS

GW ⚡	MW ⚡	kW ⚡
GIGAWATT	MEGAWATT	KILOWATT
\$8K	\$4k	\$2k

Sponsor Retargeting digital ad campaign duration (days) *

90

60

30

Sponsor Retargeting digital ad campaign number of impressions

75k

30k

15k

Direct email to members "from" sponsor *

3

2

1

Direct email to members from FMEA regarding sponsorship *

1

Host a targeted webinar for a specific interest group/committee *

2

1

Logo featured on **Home page of PublicPower.com**



Automatic Gold level sponsorship at the next FMEA in-person Signature event



Publish a 900 word advertorial on Publicpower.com and **Relay Magazine**



45-60 second marketing video played before a FMEA virtual roundtable



"Boosted" post to FMEA social media audience via sponsor crafted audience



Logo on splash screen before FMEA virtual roundtables and meetings



Social media post highlighting "KEEP CONNECTED" sponsorship



Sponsor recognition at **July's virtual board meeting** and our next in-person event



Logo in "KEEPING CONNECTED" partners thank you ad in **Relay Magazine**



Hyperlinked logo on FMEA "KEEP CONNECTED" webinar series promotions and the webinar series landing page on publicpower.com



SUMMER 2020 PACKAGES



PublicPower.com

Google Analytics Sample: Q1 2020 (Jan 1 - March 31)

*All prices are valid through August 3, 2020
Marketing benefits are available to schedule for 12 month window.

17,681

Website Users



26,907

of Sessions



114,850

Page Views

